

South Roanoke Neighborhood Plan



...a partnership approach
to Roanoke's continued revitalization
and growth

Table of Contents

	Page
I. Executive Summary	1
II. The Vision Process	2
Roanoke Vision	2
Neighborhood Workshops	2
III. South Roanoke Today	3
A Neighborhood Within a City of Neighborhoods	3
Neighborhood Statistics	3
Neighborhood History	4
Neighborhood Issues	7
IV. South Roanoke Tomorrow: Community Values & Objectives	17
V. Achieving the Vision: Action Strategies	21

List of Tables

Table 1	South Roanoke Statistics	3
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List of Figures

Figure 1	South Roanoke	3
Figure 2	Land Use	11-12
Figure 3	Zoning	13
Figure 4	Action Strategies	21

Executive Summary

The South Roanoke Neighborhood Plan is a continuation of **Roanoke Vision**, the City's 20-year comprehensive development plan. The plan was developed to provide more detailed information on the neighborhood and provide better guidance in making decisions which affect South Roanoke.

The plan was developed by the residents of South Roanoke and City staff in a series of three neighborhood workshops. Neighborhood **issues, goals, and action strategies** were identified.

In general, South Roanoke can be described as a neighborhood whose character should be maintained. The neighborhood has many assets, including **Crystal Spring School, a neighborhood commercial district, beautiful recreation spaces, well-maintained homes, and tree-lined streets.**

Some of the issues in South Roanoke are: **Zoning for multi-family development in single-family areas, protection of historic resources, parking and expansion of commercial offices in the neighborhood, and through traffic on interior neighborhood streets.**

Action strategies to address issues and achieve neighborhood goals will involve combined efforts of citizens, businesses and the City. One of the keys to their successful implementation is an effective **neighborhood organization**. Those actions proposed are scheduled for implementation over the next five years.

The Vision Process

Roanoke Vision

In 1986, the City adopted a comprehensive development plan entitled **Roanoke Vision** which guides the City's future growth and development to the year 2005. The City plan establishes certain planning and development actions to be undertaken by 1990 to achieve the goals, values, and direction set forth in the plan. One of the key actions necessary to implement the plan is the development of detailed neighborhood plans. Each plan provides specific information on neighborhood issues and opportunities that can be used as a guide for making decisions on development and capital projects in the neighborhood.

Vision: A Plan for Roanoke's Neighborhoods

Planning for the City's future is a continuing process. Each neighborhood plan is a way of continuing and implementing the vision for Roanoke's future as a city of neighborhoods.

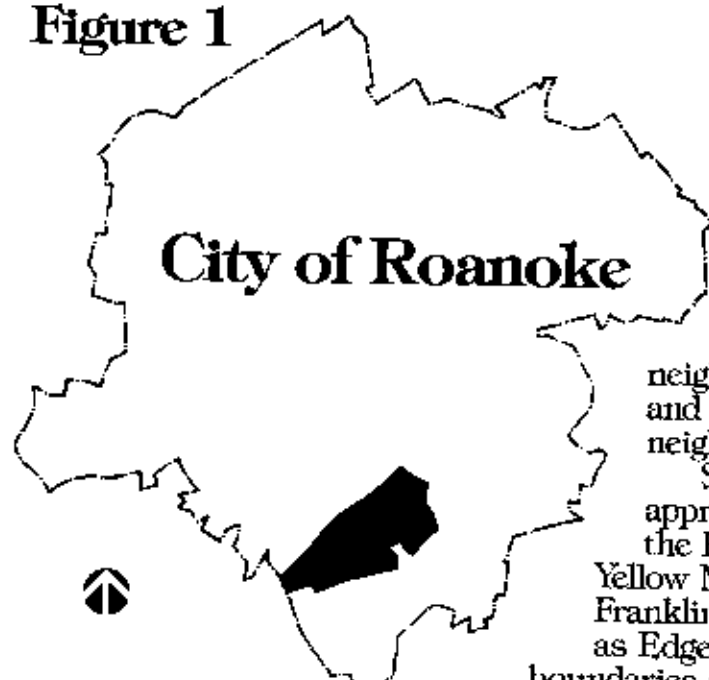
Planning for each of the City's 45 designated neighborhoods uses a participatory process that is based upon citizen involvement in identifying issues, goals, and developing solutions.

This South Roanoke Neighborhood Plan was developed through a series of three workshops held at Crystal Spring Elementary School in January, February and March of 1988. The workshops focused on citizen comment and discussion on specific neighborhood issues and opportunities, including housing, schools, economic development, transportation, recreation, public services and environmental quality. The workshops provided information about South Roanoke, established neighborhood goals, and developed action strategies to achieve those goals and address issues.



South Roanoke Today

Figure 1



A Neighborhood Within A City of Neighborhoods

South Roanoke is one neighborhood in the overall fabric of neighborhoods that are our city. Each neighborhood benefits from the positive growth and development of the whole city yet, each neighborhood is unique.

South Roanoke is a neighborhood of approximately 5,000 people located south of the Roanoke River and adjacent to Mill and Yellow Mountains. Its boundaries extend along Franklin Road and include the subdivisions known as Edgehill and Peakwood Hills. The neighborhood boundaries and its relationship to the City are shown in Figure 1. The neighborhood is minutes from the center of downtown Roanoke and is a diverse com-

■ South Roanoke

munity consisting of some of Roanoke's newest residential developments as well as some of Roanoke's oldest and architecturally significant homes. South Roanoke is a neighborhood of families who are proud of their tree-lined streets, neighborhood school and parks.

South Roanoke's unique neighborhood shopping center provides residents with a variety of products and services. South Roanoke is a center for the Valley's medical community and includes Roanoke Memorial Hospital.

Neighborhood Statistics

Based on 1980 census information, 5,126 people live in South Roanoke, comprising 5.2 percent of the city's total population. The average age of residents in the neighborhood is 38.6, which is somewhat older than the city as a whole (33.0). Household income averages \$31,572. Almost 68 percent of the residents have lived in their homes for eight years or more. Information describing South Roanoke is summarized in Table 1.

Table 1—South Roanoke Statistics

	South Roanoke	City
Total Population	5,126	100,220
No. of Households	2,066	39,853
Median Age	38.6	33.0
Mean Household Income	\$31,572	\$16,863
Total Housing Units	2,142	42,512
% population with 4 or more years of college	50.8%	12.6%
% population between ages of 20 and 64	54.9%	56.9%
% population 65 years or older	20.0%	15.7%
% population living in same house (5 years)	67.5%	55.5%
% housing units owner-occupied	70.5%	59.5%

Source: Neighborhood Statistics, 1980 Census of Population and Housing

Neighborhood History

Throughout the history of the Roanoke Valley, the South Roanoke neighborhood has had a strong recreational attraction for residents of the entire region. The views of the valley from the mountain sides are magnificent! The area is rich in the history and traditions of those very early citizens who left their indelible marks upon the community. The following neighborhood history was compiled from historical publications on Roanoke and from interviews with Mrs. Jean Mosely and Mrs. Ivey Hubbard, long-standing residents of South Roanoke.

Early 1700s

Crystal Spring produced five million gallons of sweet, clean water a day, prior to Evans' Mill.

1755

Mark Evans was granted land embracing part of Mill Mountain and Crystal Spring. The Spring served as Roanoke's sole water supply. Daniel Evans established the first mill.

1782

The McClanahan family purchased the mill and mountain property which remained a landmark in the valley until it burned in 1886.

1850

John Trout purchased Yellow Mountain for the timber to supply cross-ties to the Virginia-Tennessee Railway.

1851

First Presbyterian Church established. Dedication of the present church on McClanahan was held June 23, 1929.



Evans Mill



First Presbyterian Church

1855

The McClanahan family home was built on South Jefferson Street at McClanahan. The White Oak tree in the center of the 2500 block of Carolina Avenue was grown on Elijah McClanahan's plantation and at last measurement was better than 120' in height. It is estimated to be about 400 years old, and through the efforts of M. Carl Andrews, the tree was named an Official Landmark by the Virginia Forestry Department in 1975.

1890s

The iron bridge across the Roanoke River at Jefferson Street was planned and built.

1891

Mill Mountain and Crystal Spring were obtained by the Roanoke Gas and Water Company. A carriage road along the southern edge of the mountain was built to the summit, where the company's most spectacular resort hotel, Rockledge Inn, was developed. This became a favorite Saturday night gathering place and during the "Roaring Twenties" the parties of the Rockledge Inn German Club were unrivaled anywhere. The Inn also had many prominent visitors including Adlai E. Stevenson.

1893

Virginia College for Girls opened at top of Richelieu Avenue. This later became Harris Military Academy. Roanoke Hospital, the forerunner of Roanoke Memorial Hospital, was begun. This hospital replaced the community pesthouse.

1902

The Roanoke Railway and Electric Company constructed an amusement park on the northern side of Mill Mountain. It was equipped with a roller coaster and a pavillion, and brought to Mill Mountain the beginning of its developed recreational facilities. Mill Mountain Park delighted Roanokers until the mid 1920s.

1907

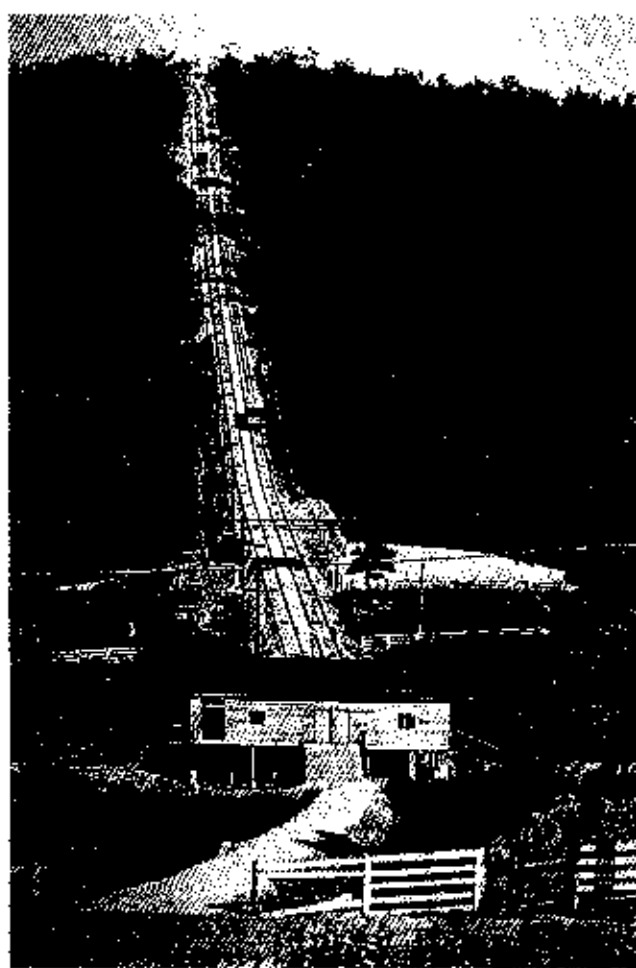
A powerful search light was installed on the first Mill Mountain observation tower. A second observation tower was constructed in 1914, and the Peaks of Otter could be seen on clear days. This was a famous picnic area.

1909

Mill Mountain Incline, Inc. was chartered and two years later the Incline Railway was operational. Passengers paid fifty cents to reach the summit. This cleft in the mountain is visible yet today and is dotted by a series of power lines and poles.

1912

Fairacres, home of William C. Stevenson, was designed and built by Clay Franklin. Today, it is the home of the Roanoke Council of Garden Clubs.



Mill Mountain Incline

1916

The City of Roanoke annexed the four-room frame school building that was Crystal Spring School from Roanoke County. The land of the present school site was purchased in 1918, and the construction contract was awarded in 1922. The new school opened its doors in September, 1924. A later addition was completed in 1950.

1923

Albert Joseph Bodker of New York designed and built Cherry Hill for E.M. Funkhouser, owner of Crystal Spring Water Company. From 1962 to 1982 it housed the Roanoke Fine Arts Center. It is owned today by Emerald Properties, a subsidiary of Roanoke Memorial Hospital.

1924

First paved road up Mill Mountain was completed and opened to public on August 30. A toll gate stood at the first pronounced curve.

1929

Firehouse No. 8 was designed and constructed with neighborhood input.

1930s, 1940s, 1950s

J.B. Fishburn and his son J.P. Fishburn donated Mill Mountain to the City park systems and together with the Crystal Spring Land Company donated the land of South Roanoke Park. The Roanoke Merchants Association and the Chamber of Commerce raised the \$27,000 to erect the Mill Mountain "STAR", which was first lit on Thanksgiving Eve, 1949. The grounds at the base of the star were landscaped by the garden department of the Roanoke Women's Club.

1952

The Roanoke Civitan Club, under a City Council steering committee's guidance, established the Children's Zoo on Mill Mountain.

1988

Like the early residents of South Roanoke, the present day citizens value the quiet, beautiful surroundings. The streets are lined with sidewalks and large majestic shade trees. Walkers and runners of all ages enjoy daily exercise, and children walk to and from their neighborhood school, Crystal Spring.

South Roanoke offers some of the best in city living. The neighborhood provides a sense of community and stability. About 45% of the residences were built prior to the 1940s and the remainder since 1970. These gracious and elegant homes include Colonials, Tudors, Spanish, large ranches and contemporaries.

Of special significance to South Roanoke neighbors is the convenience of their neighborhood commercial area on Crystal Spring Avenue. It boasts a quaint neighborhood grocery and pharmacy. Until recently, the pharmacy contained an "old fashioned" soda fountain with cherry cokes.



Cherry Hill



Fire Station No. 8

Neighborhood Issues

1. Housing:

Facts:

South Roanoke is primarily a **single-family residential neighborhood**. There are a limited number of duplexes, townhouses and apartments, which are located generally along Broadway, Stephenson, Longview and Crystal Spring Avenues. Other duplexes are scattered in the neighborhood between 22nd Street and 29th Street. The existing land use and zoning of the neighborhood is illustrated in **Figures 2 and 3**. As shown on the map, zoning for the residential areas of South Roanoke is primarily **Single-Family Residential**. **Multi-Family Residential** is found generally south of McClanahan to about 26th Street.

Neighborhood Comments:

Residents indicated that *single-family houses* are needed in the neighborhood and that the existing homes should be preserved as single-family structures (as opposed to conversion for a duplex) to encourage home-ownership for new families.

Housing for *elderly residents* also is needed to provide for those wishing to remain or retire in South Roanoke. Apartments and condominiums were identified as important in fulfilling this need.

The design of *new residential construction* was identified as a concern. Maintaining the single-family residential character of the neighborhood is important. New construction should be compatible with the existing residences and complement the neighborhood character.

To protect the existing single-family character, zoning changes from **Multi-Family Residential (RM-1)** to **Single-Family** are recommended for a portion of the neighborhood between 22nd Street and 26th Street. Other zoning changes to reduce the degree of multi-family development are recommended on the south side of Broadway (**RM-2, Medium Density, to RM-1, Low Density, Multi-Family Residential District**).

2. Commercial Development:

Facts:

Commercial development in South Roanoke is concentrated on Franklin Road, on Crystal Spring Avenue and in the northern perimeter of the neighborhood in several blocks along McClanahan, Jefferson, and 21st Streets. **Retail businesses** occur along Franklin Road. Offices and medical-related facilities are prominent in the McClanahan area. Roanoke Memorial Hospital has three major facilities on Jefferson Street. The **commercial district** on Crystal Spring Avenue is a neighborhood center which provides needed personal and business services.

Neighborhood Comments:

The *neighborhood commercial district* is an asset to South Roanoke and is unique to the City. Continued protection of the district is advocated to preserve its character, size and services.

Well-designed, *new commercial development* is encouraged on McClanahan and Franklin Road. *Limited signage, landscaping, quality building design and sufficient parking* are important features for new businesses.

Parking needs and the expansion of *medical-related facilities into residential areas* are concerns of the neighborhood. An effective communication network between businesses and the neighborhood is essential to the successful co-existence of both. Future plans for expansion or new facilities should be coordinated with neighborhood residents. Parking in or near the *commercial areas* is a problem that needs further attention.

3. Industrial Development

Fact:

There is no major industry in the neighborhood.

Neighborhood Comments:

Although major industry is not located in the South Roanoke neighborhood, its presence in Roanoke is seen as critical to maintaining the quality of life in the neighborhood. The stability of the City, the neighborhood and the Valley is dependent on a diverse economic base. *Industrial development* should be promoted, encouraged and supported in the region.

4. Historic and Cultural Resources

Facts:

As is illustrated in the preceding discussion on neighborhood history, South Roanoke is rich in **architecture** and **history**. The neighborhood contains many fine structures of **architectural significance**, including **Fairacres** (Avenham Avenue), **Fire Station Number 8** (Crystal Spring Avenue) and **Cherry Hill** (Carolina Avenue).

Several recognized landmarks are located in the neighborhood. The **Crystal Spring Pump Station** is on the National Register of Historic Places and is located in Crystal Spring Park. Another unique landmark is a large **Oak tree** located in the center of Carolina Avenue. The tree was on Elijah McClanahan's original plantation and is thought to be about 400 years old.



Crystal Spring Steam Pump



Fairacres (Garden Club)

In 1987, it measured 207 inches in circumference and was 100 feet tall. Other trees on the **Roanoke Valley Big Tree Register** that are worthy of note are:

- a 103-inch Elm tree at 2631 Stephenson Avenue,
- a 104-inch Ginkgo tree at Crystal Spring School,
- a 103-inch Magnolia at 2912 Rosalind Avenue,
- a 172-inch White Oak at 2871 Jefferson Street, and
- a 159-inch Sycamore at 2601 Longview Avenue.

Neighborhood Comments:

Historic district, H-1 designation is recommended for Cherry Hill and the large Oak tree. Consideration also should be given to some of the other properties in the future.

The neighborhood recognizes that a better inventory of historic resources is needed. Many areas of the neighborhood are unique in residential character, especially those areas constructed prior to 1940. Protection of some of these smaller homes is of concern to many residents in order to maintain the original character of the neighborhood.

5. Human Development and Public Safety

Facts:

South Roanoke, through its long history as an established City neighborhood, exhibits many public facilities including a fire station, an elementary school, and several recreational and open space areas.

Several churches are located in the neighborhood, representing a diversity of religious faiths.

Fire Station Number 8 is located on Crystal Spring Avenue and has served the neighborhood since 1929.

Crystal Spring Elementary School, centrally located in the neighborhood on Carolina Avenue, has an enrollment of about 320 students. The school has an innovative foreign exchange program for its fifth and sixth grades, which is unique to the City school system and the Roanoke Valley. Renovations to the 1924 school facility are planned in the near future.

The diverse medical community offers many services to residents of South Roanoke as well as the Valley. **Roanoke Memorial Hospitals** provides many services including health education, medical research and treatment, and human service and rehabilitation programs. **Ronald McDonald House**, a residential facility for families of patients needing frequent medical treatment, is located on Jefferson Street. Various independent medical offices also are located in the neighborhood.

Neighborhood Comments:

Fire Station Number 8 is an *architectural landmark* in the neighborhood that is considered one of the prides of the community.

Crystal Spring Elementary School is an *anchor* in the neighborhood that is fundamental in maintaining the quality of life for residents. The neighborhood school is an asset to residents who feel strongly that the school and its programs should be supported, encouraged and improved. Additional recreational programs and opportunities are needed to address neighborhood youth activity needs (i.e., outdoor play) as well as educational needs. Expansion needs of the facility are also of concern to residents. Future planning for physical expansion of the school and its program is recommended.

6. Parks and Recreation

Facts:

Parks in the neighborhood include **Crystal Spring Park** and **Fern Park**. South Roanoke Park and Mill Mountain Park are located on the perimeter of the neighborhood.

Neighborhood Comments:

Parks and open spaces are important issues in the neighborhood. The quality of life in the community is directly related to the recreational amenities within walking distance of residents' homes. South Roanoke takes pride in its family atmosphere and the recreational opportunities which are available to foster family activities. Better maintenance of recreational facilities and provision for a limited amount of play activities are recommended for Fern Park. More open space for informal play activities is needed in the neighborhood. Parking problems were identified in Crystal Spring Park, although it was acknowledged that the parking for the park use only was difficult to enforce.



Crystal Spring Elementary School



Fern Park

Figure 2







Vision

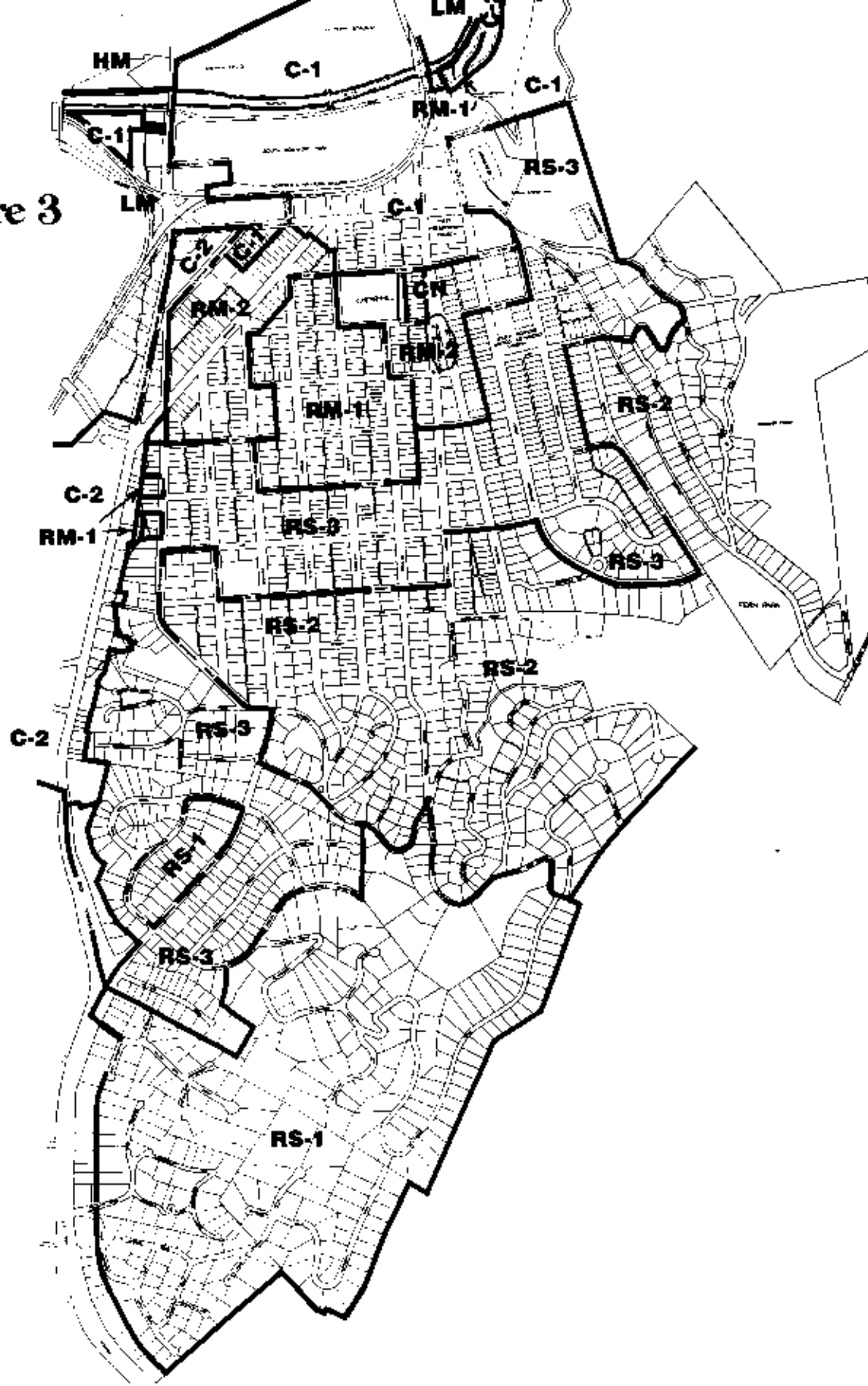
A PLAN FOR ADAPTIVE REDEVELOPMENT

SOUTH ROANOKE

1000 S. ROANOKE AVENUE
ROANOKE, VIRGINIA 24060

 SINGLE FAMILY	 NEIGHBORHOOD COMMERCIAL	 INDUSTRIAL
 DUPLEX	 COMMERCIAL RETAIL	 RECREATION
 MULTI-FAMILY	 OFFICE, SERVICE, NON RETAIL	 PARKWAY/LITE, CARRIAGEWAY
 SCHOOLS, HOSPITALS, INST.	 AUTOMOTIVE	 VACANT

Figure 3



ZONING			
RM-1	SINGLE FAMILY RESIDENTIAL	RM-2	RESIDENTIAL MEDIUM-DENSITY
RM-2	SINGLE FAMILY RESIDENTIAL	RM-3	RESIDENTIAL MEDIUM-DENSITY
RM-3	SINGLE FAMILY RESIDENTIAL	C-1	OFFICE
RM-4	RESIDENTIAL MEDIUM-DENSITY	C-2	GENERAL COMMERCIAL
RM-5	RESIDENTIAL MEDIUM-DENSITY	LM	LIGHT MANUFACTURING
		HM	HEAVY MANUFACTURING

VISION
A PLAN FOR SOUTHERN VIRGINIA
SOUTH ROANOKE
OFFICE OF COMMUNITY PLANNING
CITY OF ROANOKE, VIRGINIA

7. Transportation

Facts:

South Roanoke has several *arterial streets* that carry both neighborhood and through traffic. These streets are **Jefferson Street, McClanahan Street, Broadway, Yellow Mountain Road** and **Avenham Avenue**. Traffic in the *commercial corridor* along **Jefferson, McClanahan** and **Broadway** affects the perimeter of the neighborhood. Traffic on Avenham and Yellow Mountain Road, however, passes through the interior of the residential neighborhood. In 1986, the traffic volumes for these streets were approximately 2,000 vehicles per day for Yellow Mountain Road and as many as 6,700 vehicles per day for portions of Avenham Avenue. Both streets are operating at an acceptable level of traffic service and are below established carrying capacities.

The **1995 Thoroughfare Plan for the Roanoke Valley** recommends the improvement of Yellow Mountain Road to a right-of-way width of 24 feet. This planned improvement is not a priority project by the City and is not presently programmed for implementation.

Parking for medical facilities and other businesses is limited in the neighborhood. On-site parking for the medical community generally is not adequate to service needs. This has resulted in conflict between the commercial and residential community.

Neighborhood Comments:

Through traffic on Avenham Avenue and Yellow Mountain Road is a concern of the neighborhood. The *residential integrity* of the two streets must be encouraged and protected. Every effort should be made to discourage through traffic on Avenham Avenue and to provide for the safety of pedestrians and residents on the street. The *residential character* of Yellow Mountain Road must be protected as well. Widening the street is strongly opposed by residents. Serious concern is expressed for any future major development beyond the Blue Ridge Parkway because of the potential impact of increased traffic volumes on the neighborhood.

South Roanoke residents recognize the need for parking for commercial users and have indicated their willingness to work with businesses, the medical community, and Roanoke Memorial Hospitals to minimize parking conflict in the neighborhood. Cooperation and coordination of the neighborhood and business community is needed for both to live beneficially in South Roanoke. Additional parking space and facilities are needed. One alternative that should be pursued is a residential parking permit system on residential streets.

8. Utilities

Facts:

Public water and sewer service are available to **South Roanoke**. Natural gas is available for a portion of the neighborhood.

Neighborhood Comments:

Natural gas lines should be extended to service more of the neighborhood.

9. Environmental Quality

South Roanoke is a neighborhood of attractive, well-maintained homes on tree-lined streets.

Sidewalks provide easy access to neighborhood parks, the school, and convenient shopping for most essential needs. The neighborhood is viewed as stable and provides a friendly atmosphere for residents.

The Roanoke River and Mill Mountain are important natural resources of the neighborhood which provide visual and recreation opportunities to the residents. While the river is an asset, it also has been the subject of much concern. The river experienced major flooding in 1972, 1976 and 1985. Many industries along the river were affected, including Roanoke Memorial Hospital.

Neighborhood Comments:

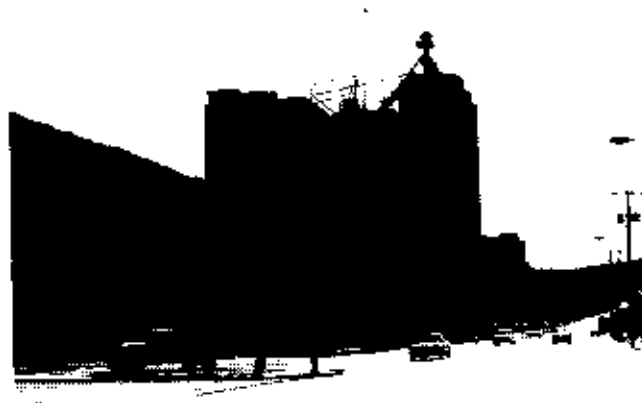
The *tree-lined* streets of the neighborhood are important characteristics that demonstrate a sense of place, pride, and good quality of life. A tree planting and replacement program is needed to maintain the quality of life that has developed over the years. Trees must be planted or replaced on a continuing basis to maintain the environmental quality for future generations.

Likewise, attractive *gateway* entrances into the neighborhood are important. The entrances into South Roanoke should be improved. Landscaping and general clean-up of streetscapes are recommended along Jefferson Street near Reserve Avenue, and Franklin Road at McClanahan and Broadway. Avenham Avenue and Penarth Road are additional gateways that should be considered for landscaping.

Flooding along the river is a concern for South Roanoke. It is important that aesthetic and recreational qualities of the river also be considered in any plans for flood control. The river is a unique resource that should be protected and utilized for its recreational opportunities.

Many sidewalks in the neighborhood were constructed when craftsmen personalized their work with *signature plates*. Some of these plates still exist in South Roanoke. Any future repair should protect these features.

Sidewalk was identified as being needed in the 2600 block of Rosalind Avenue.



South Roanoke Tomorrow: Community Values & Objectives

As Roanoke moves into the next century, South Roanoke residents must work together with other neighborhoods to make Roanoke a home for new families and new businesses. By strengthening and maintaining the neighborhood fabric of our City, Roanoke will provide an inviting and positive ground for new growth.

The South Roanoke Neighborhood has adopted the following community values and objectives to guide the neighborhood's future. These values and objectives are:

- 1.** The **COMMUNITY VALUES** identified in **Roanoke Vision, Comprehensive Development Plan for Roanoke, Virginia 1985-2005**, for neighborhoods, human development, city services, and economic development are supported by the South Roanoke neighborhood.
- 2.** The **UNIQUE NEIGHBORHOOD CHARACTER** and quality of life of South Roanoke should be maintained and protected.
- 3.** The **HISTORY** of South Roanoke and the **ARCHITECTURE** of the neighborhood are important features which should be acknowledged and protected.
- 4.** **GATEWAY ENTRANCES** into South Roanoke are important to the neighborhood. They should be improved and landscaped to reflect the same environmental quality found in the neighborhood.
- 5.** **NEW DEVELOPMENT AND CONSTRUCTION** in the neighborhood should be **COMPATIBLE** in design and scale with the existing residential and commercial community. The environmental character of the surrounding area and the neighborhood should be protected, enhanced, and maintained through good land planning and design.
- 6.** The **ZONING** in the neighborhood should better reflect the **EXISTING USE OF THE LAND**. Consideration should be given to changes in the existing multi-family residential zoning for portions of the neighborhood.

7. PARKS AND OPEN SPACE are important features of South Roanoke and should be protected, maintained and enhanced. Historically, Mill Mountain, the Roanoke River and the peripheral neighborhood parks have provided aesthetic and recreational enjoyment to residents of South Roanoke and the City as a whole. Wise use of these resources is essential to maintaining the quality of life for all citizens.

8. CRYSTAL SPRING ELEMENTARY SCHOOL is an important asset to South Roanoke. The neighborhood school should be maintained and opportunities pursued for better programs and improved facilities to serve the neighborhood.

9. The Crystal Spring NEIGHBORHOOD SHOPPING AREA is important to South Roanoke and should be maintained and supported as a valuable economic and neighborhood resource. The neighborhood commercial area should have clearly defined boundaries and should not encroach into adjacent residential areas. The pedestrian orientation and scale of the commercial area should be maintained.

10. COMMERCIAL, MEDICAL AND INSTITUTIONAL USES in the neighborhood should have clearly defined boundaries and should not encroach into adjacent residential areas. As good neighbors, every effort should be made to improve communication and cooperation between the neighborhood and business community.

11. The RESIDENTIAL INTEGRITY OF NEIGHBORHOOD STREETS should be protected. Through traffic should be minimized to the extent possible and traffic management strategies designed to promote safe vehicular and pedestrian access. Parking on residential streets for commercial purposes is a neighborhood concern. Alternatives should be pursued to better address the parking issue.

12. The RESIDENTIAL CHARACTER OF YELLOW MOUNTAIN ROAD should be protected. Yellow Mountain Road should be maintained within its present right-of-way and should not be widened.

13. RECREATIONAL OPPORTUNITIES along the Roanoke River should be enhanced. Flood reduction measures should preserve the aesthetic and recreational qualities of the river.

14. CHURCHES are important landmarks in South Roanoke. They are valuable resources to the neighborhood and provide many opportunities for worship, community service and recreation. Their contributions to the neighborhood should be acknowledged.

15. South Roanoke encourages the diversification of ROANOKE'S ECONOMIC BASE. The stability of the City, the neighborhood and the Roanoke Valley is dependent on continuing support for the existing business community and the establishment of new businesses in the area.



Neighborhood Commercial District

Achieving The Vision: Action Strategies

The following action strategies establish a framework in which to carry out the goals and objectives for the neighborhood and to address needs in the community. These **action strategies** are intended to be guidelines for implementing the neighborhood plan. Their success requires the combined effort of neighborhood citizens, businesses, the financial community and appropriate public departments and officials. Time schedules of when to begin activities reflect the neighborhood's priority of tasks to be undertaken. Further prioritization is expected in the future based on neighborhood participation, financial resources and the availability of technical assistance that may be required.

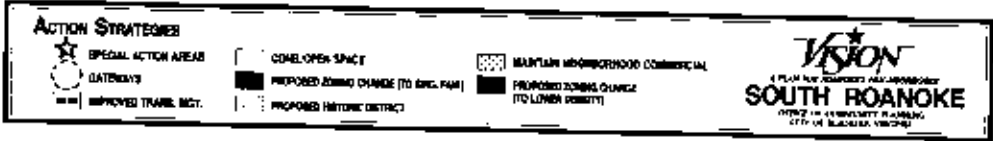
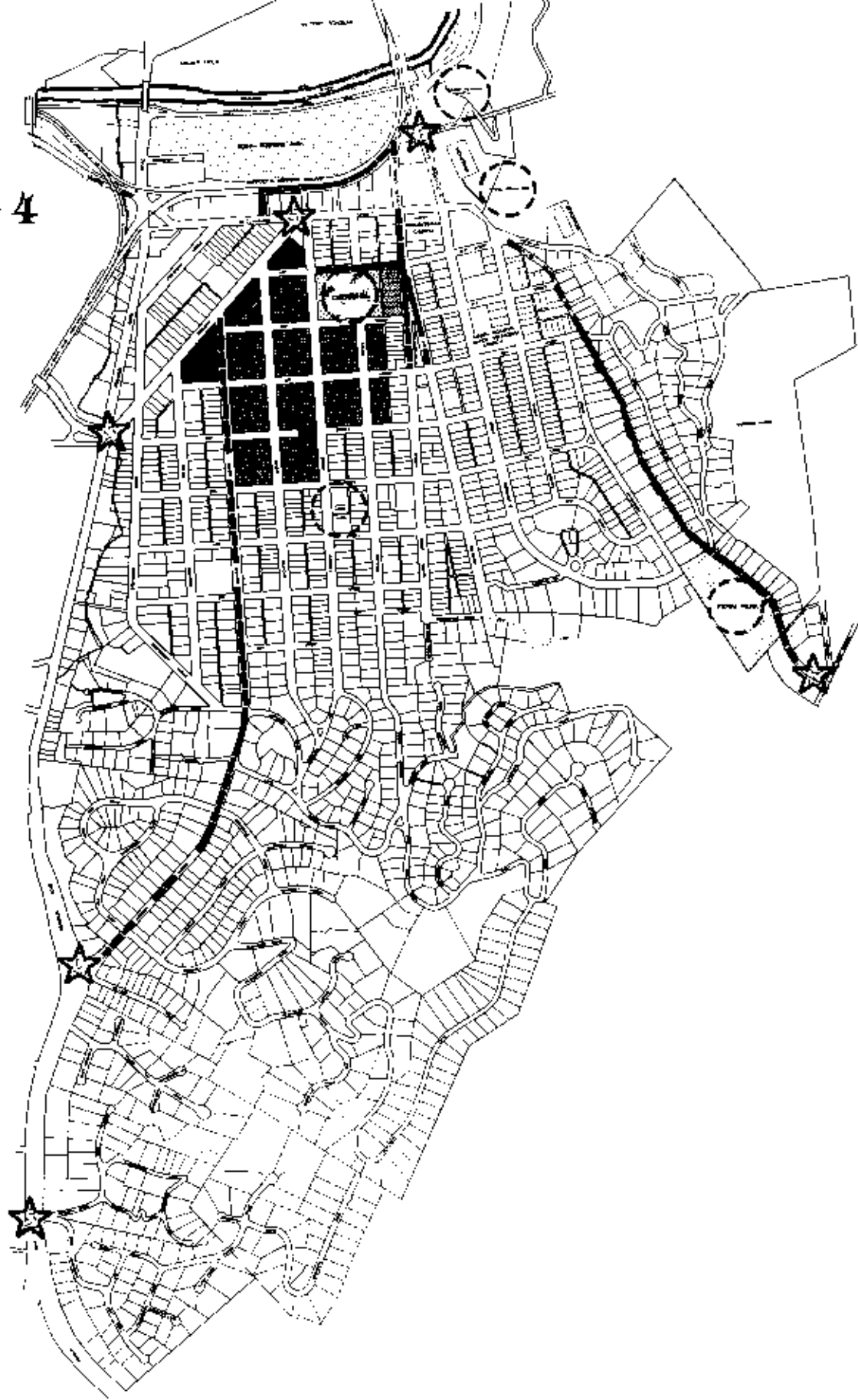
The Primary Action Strategies for South Roanoke are illustrated in Figure 4. They include proposed zoning changes, areas targeted for improvement, and areas to be protected.

South Roanoke Action Strategies

Issue/Activity	Who are participants?	When to Begin?
1. NEIGHBORHOOD ORGANIZATION		
Develop an effective partnership of neighborhood residents and business, financial and medical community representatives working in cooperation with the Roanoke Neighborhood Partnership, to continue the ongoing neighborhood planning process through an improved communication network.	*Neighborhood Roanoke Neighborhood Partnership	Immediately
2. HOUSING		
a. Recommend zoning changes to facilitate preservation of neighborhood character and promote protection of single family homes.	*City Planning Commission Neighborhood Organization	1 year
b. Maintain the existing environmental quality of South Roanoke to promote a strong and stable family oriented neighborhood.	*Neighborhood Organization	Continue
3. COMMERCIAL DEVELOPMENT		
a. Preserve the neighborhood commercial area on Crystal Spring Avenue.	Neighborhood Organization *Businesses	Continue
b. Develop design guidelines for the neighborhood commercial district for improving streetscapes and for encouraging compatible new residential and commercial development.	*Neighborhood Organization *City Planning Department Businesses	5 years
c. Develop an effective means of communication among the neighborhood, medical and commercial community of South Roanoke to provide a partnership for citizens and businesses in the neighborhood. It is essential that we work together for the betterment of both.	*Neighborhood Organization *Roanoke Memorial Hospital Businesses City Planning Department	1 year

*Participant with lead role for implementation

Figure 4



Issue/Activity	Who are participants?	When to Begin?
4. INDUSTRIAL DEVELOPMENT		
Encourage a diverse economic base in the City by developing strategies for regional industrial development.	*City Economic Development Chief Executive Officers of Major Businesses	Continue
5. HISTORIC AND CULTURAL RESOURCES		
a. Prepare a detailed historical and cultural inventory of the neighborhood and consider historic district zoning for the protection of significant structures or areas.	*Neighborhood City Planning Department	1 year
b. Recommend historic district designation for Cherry Hill.	Neighborhood Roanoke Memorial Hospital *City Planning Commission	1 year
c. Recommend the placement of sculpture and other art work in public areas.	*Roanoke City Art Commission Arts Council	5 years
6. HUMAN DEVELOPMENT AND PUBLIC SAFETY		
a. Maintain Crystal Spring School as a neighborhood school.	*Neighborhood/PTA City School System	Continue
b. Coordinate efficient use of Crystal Spring School for ongoing youth programs.	*Neighborhood/PTA City School System City Parks & Recreation	Continue
c. Provide increased youth recreation opportunities with special emphasis on adolescent youth, especially during evening hours and on weekends.	*City Parks & Recreation *Neighborhood/PTA City Office on Youth Churches	1 year
7. PARKS AND RECREATION		
a. Improve and maintain Fern Park as a neighborhood park.	*City Parks & Recreation Neighborhood Parks Advisory Committee	1 year
b. Improve the landscaping and maintain Crystal Spring Park. Parking should be better controlled.	*City Parks & Recreation Neighborhood Parks Advisory Committee City Police	1 year
c. Recommend the development of a greenway system along the Roanoke River with a connected system of bikeways and pedestrian paths.	*City Parks & Recreation Neighborhood	1 year
d. Provide open areas in or near South Roanoke Park for informal recreational activities.	*City Parks & Recreation Neighborhood	1 year
e. Recommend improved recreational facilities and landscaping at Crystal Spring School through cooperation between the school, parks and recreation and the neighborhood.	*Neighborhood/PTA *City School System City Parks & Recreation	1 year
f. Recommend expanded property boundaries of Crystal Spring School to provide for future recreation and facility needs.	*Neighborhood/PTA *City School System City Parks & Recreation	1 year
8. TRAFFIC AND TRANSPORTATION		
a. Improve the traffic flow in and around the neighborhood commercial area of Crystal Spring, particularly at 22nd Street.	*City Engineering Neighborhood Businesses	1 year
b. Minimize through traffic on Avenham Avenue and Yellow Mountain Road.	*City Engineering Neighborhood	1 year
c. Preserve the residential integrity of neighborhood streets.	*City Engineering Neighborhood	Continue
d. Recommend alternatives and solutions to the parking needs of the businesses and residences in the neighborhood.	*Neighborhood *Roanoke Memorial Hospital City Engineering Businesses	1 year
e. Provide public transportation to areas of greatest demand and for residents with special needs.	*Valley Metro Fifth Planning District Commission Neighborhood	Continue

Issue/Activity**Who are participants? When to Begin?****9. ENVIRONMENTAL QUALITY**

- | | | |
|---|---|----------|
| a. Encourage conservation of natural resources and sensitive land along the Roanoke River, Yellow Mountain Road and on Mill Mountain. | *City Planning Commission
Neighborhood
*City Parks & Recreation | Continue |
| b. Recommend that a tree planting and replacement program be implemented in the City especially along neighborhood streets, neighborhood gateways and around Crystal Spring School. | *City Parks & Recreation
Neighborhood | 1 year |
| c. Recommend flood reduction measures which preserve the aesthetic and recreational qualities of the river and minimize development in the flood plain. | *City of Roanoke
*Neighborhoods
Army Corps of Engineers | 1 year |
| d. Improve the gateway entrances into the neighborhood with landscaping, business cooperation, and other means of beautification. | *Neighborhood/Garden Club
*Businesses
City Parks & Recreation | 1 year |

*Participant with lead role for implementation.